

# **METHOD AND APPARATUS FOR DYNAMICALLY DIRECTING AN APPLICATION TO A PRE-DEFINED TARGET MULTIMEDIA RESOURCE**

## **ABSTRACT OF THE DISCLOSURE**

[205] Innovative techniques for facilitating easy and convenient access to multimedia resources such as Web pages and static and streaming audio and video content based on “hotkey” technology. The significant and unique aspects described include: (1) a simple client software that is installed on an end-user’s computer, (2) a method of uniquely associating each user with an anonymous identification code, (3) a server architecture that is coupled to a database of demographic user data with time-stamped key through data, (4) a suite of software modules that enable hotkey configuration, server load balancing, and database mining tools, and other features.